

Paul M. Schmitz, DVM

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Veterinarian, Consultant & Trainer:

Career Highlights

VETERINARIAN, CONSULTANT & TRAINER

- **Practice Consultant, Speaker & Authorized AVImark Trainer** for hospitals nationwide, Mar 2000-present
- **Chief Veterinarian** for the City of Tulsa Animal Shelter, Tulsa, OK, Nov 2003-Mar 2006
- Private Veterinary IS / IT Consultant & Owner: **Clinicworks, Inc** July 1993-present
- City of Tulsa Animal Shelter, **onsite Veterinary software consultant**, July 2001-March 2006
- Riverbrook Animal Hospital, Tulsa, OK, **Associate Private Practitioner**, July 2001-July 2002
- Broken Arrow Small Animal Hospital, **Contract/Associate Practitioner**, July 1996-June 2001
- The Pet Practice (Joliet, IL) – 24hr hospital, **Chief of Staff (Hospital Director)**, June 1995-June 1996
- Sand Springs Veterinary Hospital (Sand Springs, OK) – AAHA Certified, **Owner/Practitioner**, 1987-1993
- Christensen Animal Hospital (Wilmette, IL) **Associate Veterinarian**, 1985-1986
- Independent Contractor (Suburbs, Chicago, IL), **Emergency/Relief Veterinarian**, 1983-1985

Project Management. Currently trains and assists veterinary hospitals worldwide with their veterinary practice IT needs. Specifically trains veterinary hospitals on the best use of the AVImark Practice Management System. Plans, coordinates and implements software, hardware and network installations (and upgrades) at veterinary hospitals. In 1999, directed Y2K compliance & AVImark installs for National Pet Care Centers in 70+ locations. Project included strategic planning, purchasing recommendations, customization & end-user training on new systems.

Hardware/Software Customization & Development. Developed coding system for new veterinary hospital software incorporating billing, products/inventory and diagnostics/service codes. Customized system increased average transaction by 35%+ in 1 year and helped generate gross annual sales of almost \$1/2MM for the next 2 years. During company's national Y2K installations, identified and recommended system modifications/improvements. Customizations included diagnostic & billing coding systems, product & service lists (with handouts), troubleshooting solutions, FAQs, and hardware configurations.

Marketing & Public Relations. Marketed services of veterinary hospital increasing gross sales 20-30% within 3 years. Pioneered & hosted "Let's Talk Pets" talk show for 2 years on KRMG radio (Tulsa) and nationally on Business Radio Network, with national product sponsors. Used radio and animal rescue volunteer work to educate the public and assist with charitable fundraising. Writing credits in *Mastering the Marketplace: Taking Your Practice to the Top*, Ross Clark, DVM, Veterinary Medicine Publishing Group (1996), *The Doctor's Book of Home Remedies for Dogs & Cats*, Rodale Books (1996), and the America Online Pet Care Forum's "Questions for Vets Area."

Training/Employee Development. Developed & taught new systems/software course for veterinary technician students at Tulsa Community College. Trained staffs of independent and national chain veterinary hospitals and clinics on practice & services. Primarily known for end-user training of vets and clinic staff on computer systems/software. Designed curricula, developed materials, trained trainers and conducted sessions. Combined training & installation schedules to save costs.

Web Site & New Media Development. During the "dotcom" era was the "Ask the Vet" online DVM for Petopia.com, answering email and managing message boards for pet and from pet owners visiting Petopia.com. Also, currently digitizing Dr. Ross Clark's genetics reference books. Designed & developed web sites for entrepreneurial ventures, veterinary hospitals, pet boarding facilities and satellite broadcasters; often establishing their 1st web sites, including one for talk radio. Orchestrated expansion of America Online pet care chats from monthly to daily. Reorganized group. Established chat moderators. Forum became AOL's largest & fastest-growing of the mid-1990s.

Additional Professional History

INFORMATION TECHNOLOGY / INFORMATICS

- *Past-President* of the Association for Veterinary Informatics 2003-2004
- Speaker at the *2003 and 2004 Western States Veterinary Conferences* on subjects related to *Computers in Veterinary Practice*.
- *Assistant Editor of the new AVI Newsletter*, for the Association for Veterinary Informatics, 2003-2004
- *President* of the Association for Veterinary Informatics 2002-2003 - <http://avinformatics.org>
- *Chair of the 2003* Association of Veterinary Informatics "*Talbot Computer & Informatics Symposium*" held in Denver, CO at the annual AVMA meeting, July 2003.
- *Associate Chair of the 2002* Association of Veterinary Informatics "*Talbot Computer & Informatics Symposium*" held in Nashville, TN, at the annual AVMA meeting, July 2002.
- *Chair of the 2001* Association of Veterinary Informatics "*Talbot Computer & Informatics Symposium*" held in Boston, MA, at the annual AVMA meeting, July 2001. Also speaking on Electronic Medical Records and using Computers in Practice, for 3 hrs at this same meeting.
- *Certified Veterinary Software / Systems Consultant & Trainer* for the AVImark practice management system (Tulsa, OK rep), August 1998-present
- National Pet Care Centers, Inc. (Nationwide), *Veterinary Informatics / Computer Specialist*, 1998-2000
- Tulsa Community College (Tulsa, OK), *Veterinary Technician Computer / IT Instructor*, 1999
- Broken Arrow Small Animal Hospital (Broken Arrow, OK), *Advanced Veterinary Systems Specialist*, 1996-98

MARKETING/MEDIA

- Member of the recently formed [VNN](#) (Veterinary Network News) news team.
- Webmaster for [Woodland West Pet Resort](#), in Tulsa, OK – Spring 2000 thru Fall 2004
- Currently working with Dr. Ross Clark on digitizing the next editions of his two well-known books: "*Medical and Genetic Aspects of Purebred Dogs*" and "*Medical, Genetic and Behavioral Aspects of Purebred Cats*".
- Broken Arrow Small Animal Hospital, *Web Page Designer/Editor*, 1996-98
- America Online Pet Care Forum, *Chat Room Developer and Veterinary Consultant*, 1992-95
- Hill's Pet Nutrition, Inc.'s "Let's Talk Pets" (KRMG-Tulsa and national Business Radio Network) *Talk Show Creator/Host*, 1991-93

EDUCATION

- Doctor of Veterinary Medicine, Oklahoma State University (Stillwater, OK) 1982
- Bachelor of Science in Pre-Veterinary Science, Oklahoma State University, 1979

PAST AND PRESENT PROFESSIONAL ASSOCIATIONS

- American Veterinary Medical Association (AVMA)
- Association for Veterinary Informatics (AVI)
- American Medical Informatics Association (AMIA)
- Veterinary Information Network (VIN)
- Network Of Animal Health of the AVMA (NOAH)
- Tulsa County Veterinary Medical Association (TCVMA)
- Oklahoma Veterinary Medical Association (OVMA)
- American Animal Hospital Association (AAHA)